



# POPCHEW STREAMLINES HIGH-VOLUME ORDER MANAGEMENT FOR DARK KITCHENS WITH DELIVERECT

UNITED STATES

## CHALLENGE





Popchew faced challenges in managing its many virtual brands and ghost kitchens throughout the United States. Streamlining the onboarding of new brands was crucial for boosting revenue. Moreover, managing orders from multiple brands resulted in daily issues, **including manual errors and struggles with different aggregator platforms, adversely impacting customer experience and earnings.**

## SOLUTION

Deliverect streamlined Popchew's operations by consolidating online orders into a single interface, drastically cutting down on manual entries. **It also provided crucial data and insights, empowering Popchew to refine its virtual brand strategy and offerings.**

**This integration enabled efficient, precise handling of large order volumes** and eliminated the hassle of managing various platforms individually, allowing a focus on preparing delicious meals.

## RESULTS

-  Simplified high-volume order management.
-  Streamlined menu management.
-  Reduced onboarding time by 47%.
-  Seamless integration with restaurant POS system.



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“We chose Deliverect carefully because of the technology and the fact that it allows us to manage hundreds of restaurants across the country at the click of a button... One delivery log-in, one license. Where they can manage and receive all of their orders into one consolidated place.”

**DAVID FRAILLE, HEAD OF CUSTOMER SUCCESS AT POPCHEW.**



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